MOST VALUABLE PLAYERS

Over the past 11 years, GMC Trucks have been America's Most Valuable. On average, no other truck company's vehicles, foreign or domestic, held their value as well as GMC Truck.

Our game plan is simple: "Go the extra yard for a degree of excellence that is hard to match." And over the last decade, we have established a record for value that is unequalled. GMC Truck is the undisputed leader in resale value.

So, for your next truck, go with America's Resale Value Champions... GMC Truck, Official Truck of the 25th Anniversary Super Bowl.

SUPER BOWL XXV

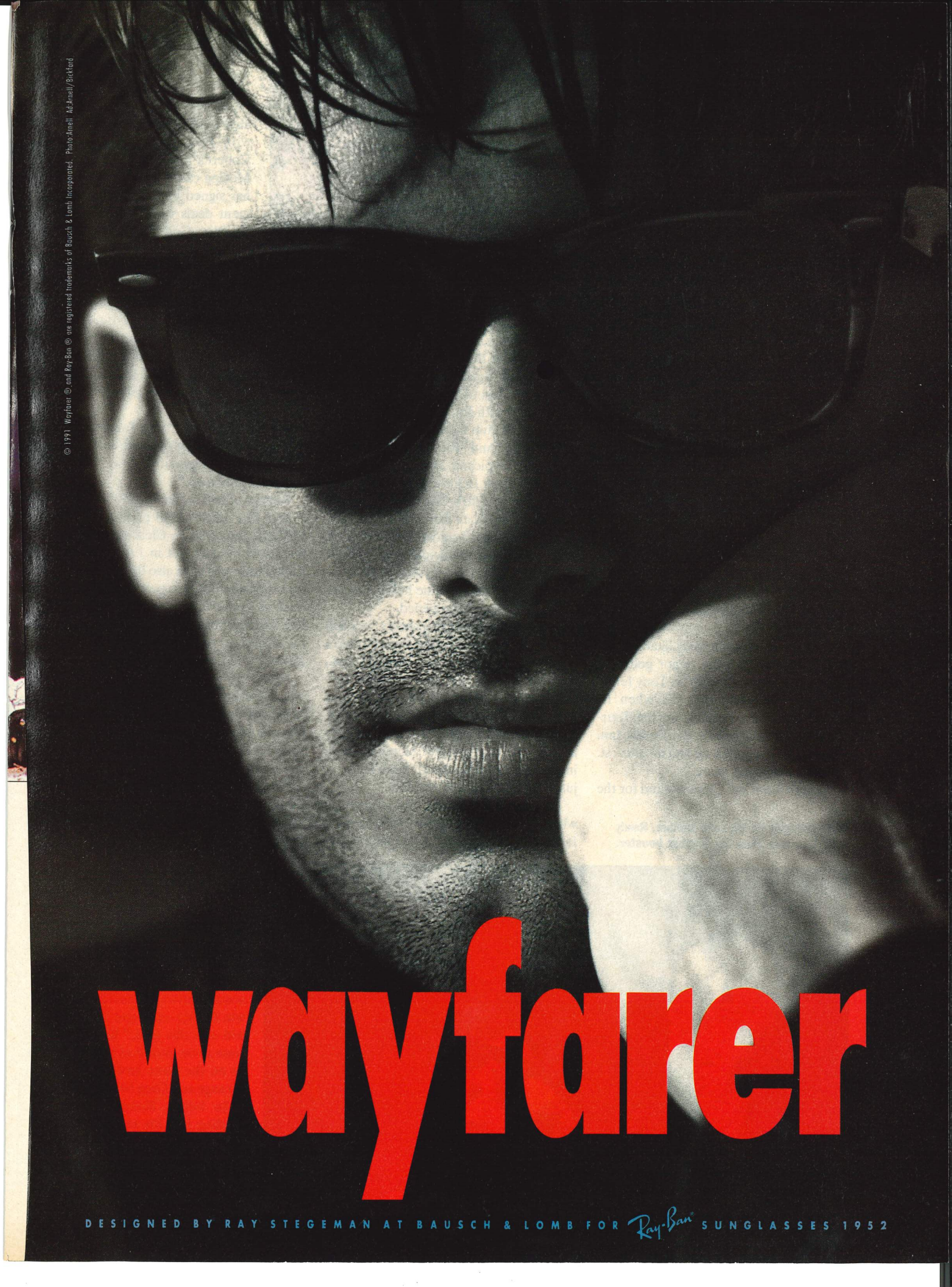
TM © 1989 NFL

Manufacturer and nameplate retained value percentage based on the weighted average of the MSRP of three-, four-, and five-year-old comparably equipped vehicles compared against the auction price as reported in the 1980-1990 January issues of the **National Automotive Research Blackbook.**

GMC TRUCK

Official truck of the 25th anniversary Super Bowl.

It's not just a truck anymore.® It's quality on the road.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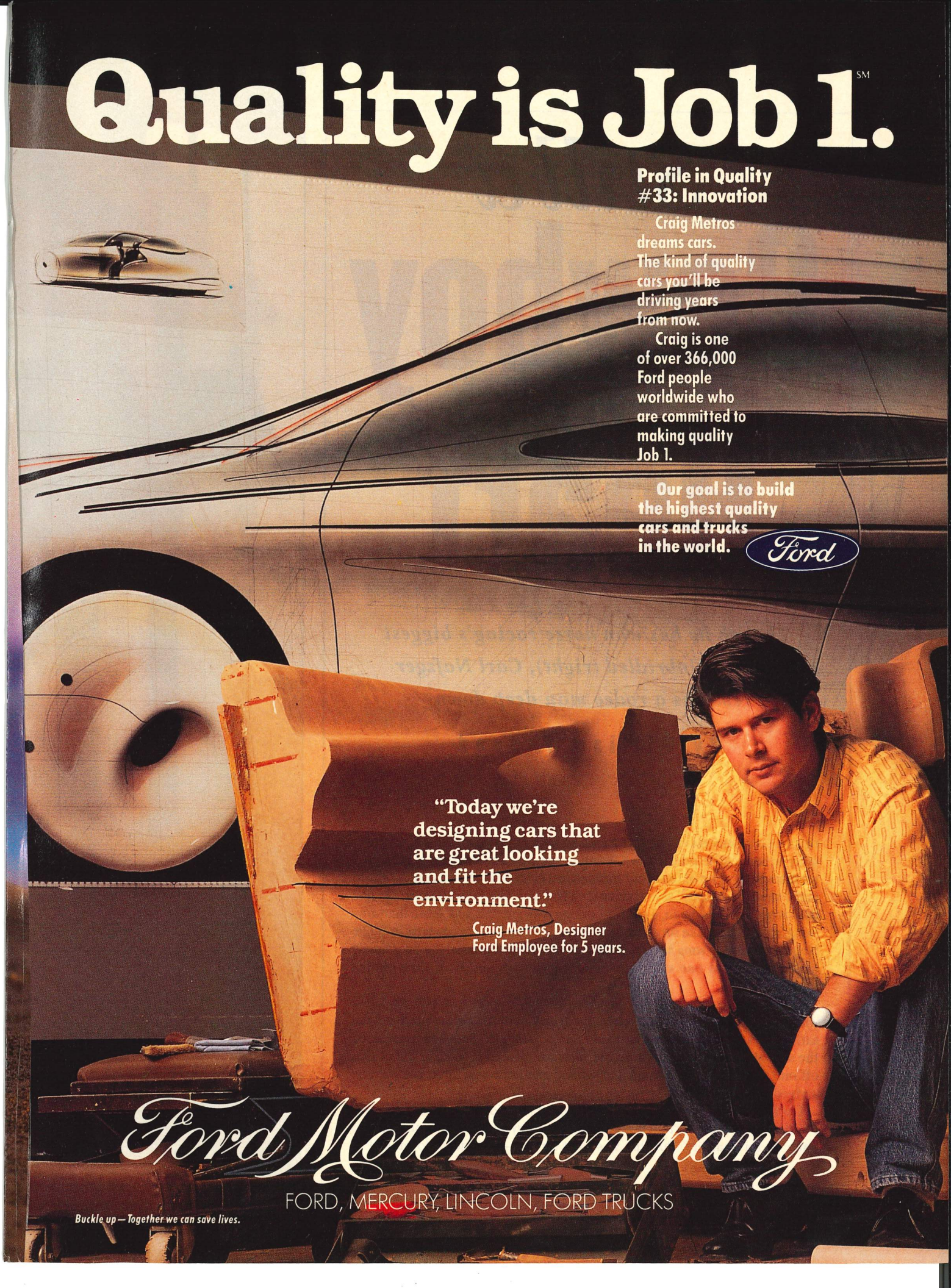
wayfarer
DESIGNED BY RAY STEGEMAN AT BAUSCH & LOMB FOR Ray-Ban® SUNGLASSES 1952

Quality is Job 1.[SM]



Profile in Quality #33: Innovation

Craig Metros dreams cars. The kind of quality cars you'll be driving years from now.

Craig is one of over 366,000 Ford people worldwide who are committed to making quality Job 1.

Our goal is to build the highest quality cars and trucks in the world.

Ford

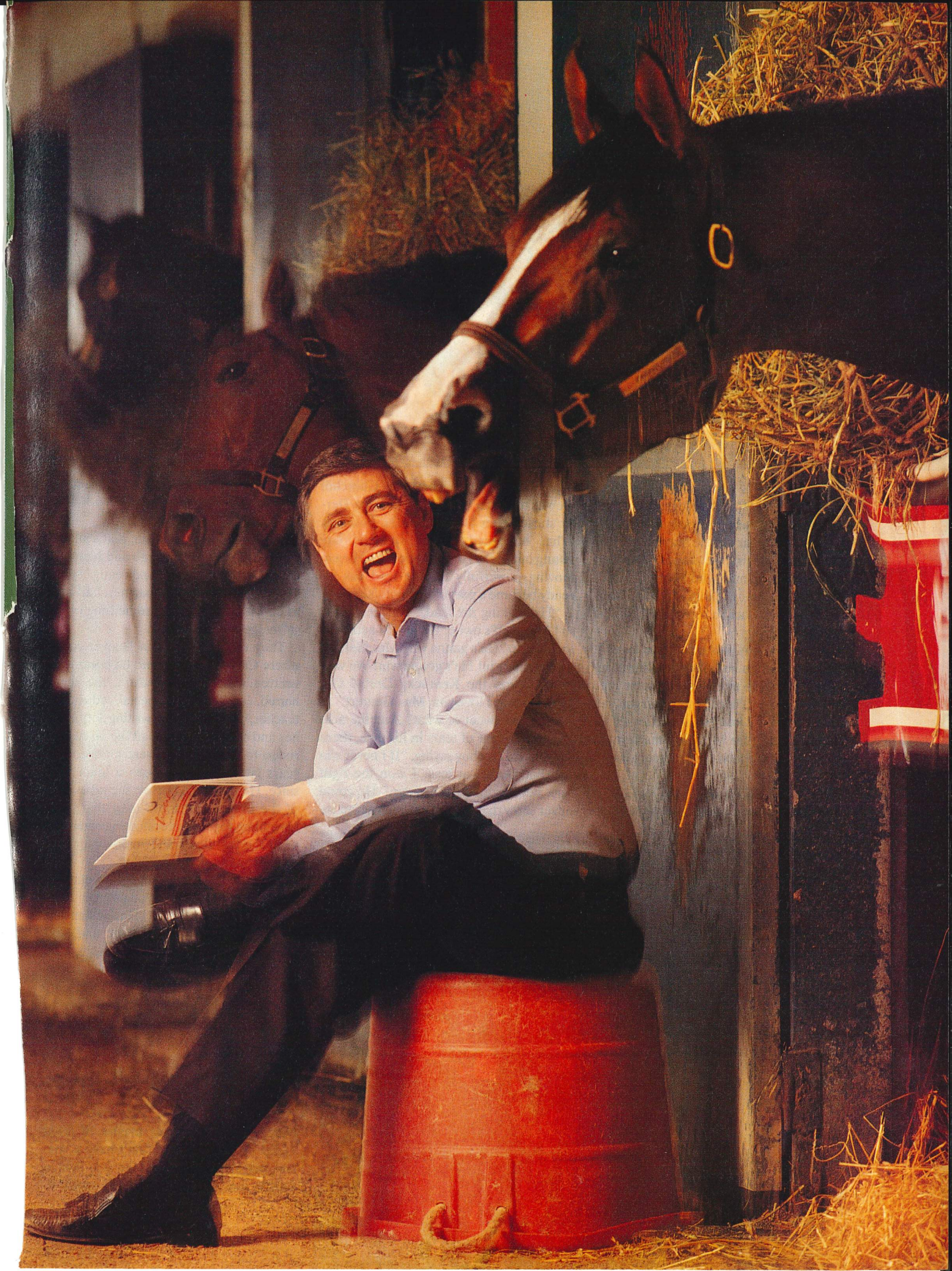
"Today we're designing cars that are great looking and fit the environment."

Craig Metros, Designer
Ford Employee for 5 years.

Ford Motor Company

FORD, MERCURY, LINCOLN, FORD TRUCKS

Buckle up—Together we can save lives.



This year, hit the beach topless.

you got the right one Baby

ONE CALORIE DIET PEPSI

uh huh

NUTRASWEET

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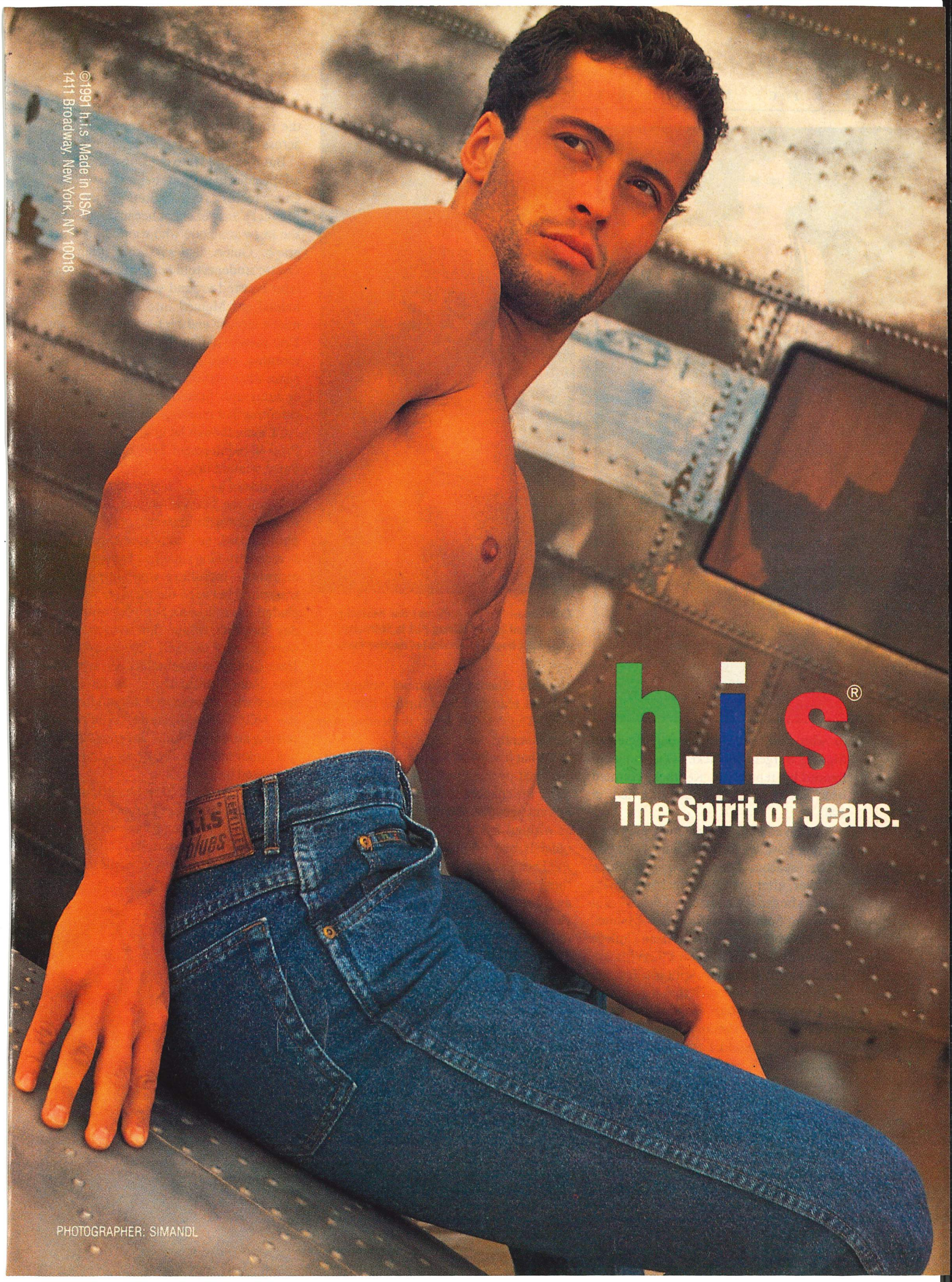
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The Spirit of Jeans.
PHOTOGRAPHER: SIMANDL

DRY SCALP?
IT NEEDS MOISTURE
MORE THAN MEDICINE.
When a scalp's tight, dry and itchy from abuses like frequent shampooing, it may not be dandruff. It could be dry skin. So it needs a shampoo that's formulated to protect the scalp. Dry Scalp Shampoo. Its unique formula helps maintain the natural moisture balance of your scalp while its gentle conditioners care for your hair.
Head & Shoulders
Dry Scalp
Shampoo
Regular Formula
Scalp
Conditioning Formula